

THE DAILY NOVELETTE

Catching a Whale
By MARTHA McC. WILLIAMS

"What sort of scent d'ye want on your handkerchief?" Mrs. Willem asked of her son, Roy, aged twelve and one-half, therefore a steady prey to the most painful embarrassment when dressed to please his mother. They had different ideas—as was manifest by his...

Organ Plays at 9, 11 and 4:45
Chimes at Noon

WANAMAKER'S

DOWN STAIRS STORE

WANAMAKER'S

WEATHER
Fair

Full Stocks of Glowing Autumn Merchandise at Lower Prices—Wanamaker's Down Stairs Store



\$16.75 \$16.75 \$29 \$16.75

Sale of Lovely New Silk Dresses \$16.75 and \$29 (Savings Range From \$8 to \$15)

Soft delightful dresses of satin, crepe satin and Canton crepe in black, navy and dark brown, each material of excellent quality. Their lines are new, long and straight and most of them have the wide flowing sleeves. Some are quite elaborately embroidered in bronze or iridescent beads. Some are deeply banded with a heavy crepe silk that makes one think of Persian lamb. Here and there an Oriental ornament gives a bright glint of rich color.

Especially pretty is a frock of satin with panels and wide sleeves of embroidered Georgette crepe. This is in brown with cream or navy with henna. \$16.75. (Sketched.) Canton crepe dresses at \$29 are embroidered with steel beads or with heavy silk thread.

Wonderful Choosing Among New Cloth Dresses at \$10.75, \$16.75 to \$25

Hundreds of new dresses of navy blue serge and tricotine are ready for Autumn. They are gay with bead embroidery or shiny with many rows of black silk braid.

Handsome Black Silk Dresses at \$39 and \$45

Heavy crepe weaves, beautiful Canton crepes and softest satins are in this gathering of distinguished dresses. But one or two of a kind—which is a great point in their favor. Most of them are quite plain, but possessed of the most interesting lines, developed in the finest materials. (Market)

Sale of 800 New Blouses \$1.25 and \$3.50 Many Are Half Price

Straight from the maker's workroom. Many of his new Autumn models. Beautifully fresh. Not every size in each style, but dozens of styles from which to choose. They are half or nearly half price.

White Cotton Blouses, \$1.25

Prettier than one could imagine for that! Imported voile and American batiste with hemstitching, lace or embroidery.

Silk Blouses at \$3.50

Half dozen styles in plain and striped crepe de chine. Heavy striped tub silk. Fine white habutai. Dark satins. Natural-color pongee. Light-colored tricotine overblouses. Plenty of Peter Pan collars in the lot—some with tucked and pleated fronts. Long and short sleeves. (Market)

Autumn Shoes Are Coming Fast Qualities Are Excellent and Prices Are Low

Shoes are the first "must" of the autumn shopping season. That's why we have sketched here eleven different types of shoes for the family. Notice the changed styles and the prices which in many cases are considerably lower than even the low prices of last winter. All of them are "Wanamaker" shoes—meaning that they are made expressly for Wanamaker's Downstairs Store.

Women's Shoes and Oxfords Are \$4.90 to \$9.90

Five fine new styles are pictured. The new higher shoes of black or tan leather or black calfskin and kidskin are \$6.75—last year they were considerably higher. Notice the sports walking shoes of medium tan leather, too, with their new rounded toe, imitation ball strap and low flat heel at \$6.75. Sports oxfords to match are \$5.40. Oxfords with imitation wing tips are of black kidskin at \$6.25, black calfskin at \$6.75. Straight tipped black kidskin oxfords are \$6.40. Ankle strap oxfords of tan leather with imitation saddle straps are \$5.40 and imitation wing tip oxford ties with Cuban heels are \$5.40 also. (Chestnut)

New Dark Patterns in Boys' All-Wool Suits With Two Pair of Trousers \$13.75

Suits like these would be good value with one pair of trousers at this price! How much more so with two! There are all sizes from 8 to 18 years and various different Norfolk models. Some of the coats show knife pleats with plain or pointed yokes. Others are plain with patch pockets, and still another style has a new arrangement of box pleats and yoke in back. Materials are in the darker tones of Autumn—greens, browns and grays, with pin stripes, overplaids or stripes. Coats are lined throughout with mohair. Trousers are lined throughout, and every seam is taped. (Gallery, Market)

Pretty Corduroy Breakfast Coats \$3.85

Such a small price for so much comfort! These roomy, attractively cut breakfast coats are of wide-wale corduroy in American beauty, orchid, grape, Copenhagen and rose. (Central)

Durable Petticoats of a Well-Known Make \$1.50

The durable material rustles like taffeta and has a luster. It shows various colored flowers on grounds of Copenhagen, black, wistaria or green, suitable for wearing with Autumn suits and dark dresses. (Central)

Sateen for Linings Exceptionally pretty are the new designs and colorings in good quality sateen for durable coat linings. 36 inches wide, 65c and 75c a yard.

Plain coat sateens, 36 inches wide, are 39c and 50c a yard. (Central)

Girls' Navy Serge Regulation Frocks, \$7.50

The wardrobes of girls going back to school must contain at least one regulation dress of this type to be complete. These dresses are trimmed with gold silk braid and have chevrons to match. Sizes 8 to 14 years. (Sketched.) Other serge and jersey dresses, suitable for school, are \$5.50, \$7.50 to \$12.50.



\$7.50 \$2

Step-in Bloomers, \$2

Comfortable little bloomers that are gaining more and more in popularity are of pink or white crepe de chine or of figured silk-and-cotton mull, in lavender or pink. Some are trimmed with lace and have elastic at the waists. (Central)

Metal Bag Tops Special, 50c

What an array of attractive designs—all the types that are in vogue this season! There are oval, square and semi-circular bag tops with chains attached, ready for bags of velvet, duvetyne, satin, ribbon, brocade or suiting. (Art Needlework, Central)

Imported Fiber Scarfs Special, \$6.50

Smart finishing touches to Autumn suits, they are in gay stripes, black-and-white, brown, tan, blue, yellow, pink and gray tones in interesting combinations. They look like the much more expensive scarfs that almost every girl and woman wants at some time or another. (Central)

Men's Shoes and Oxfords Are \$4.75 to \$9.90

Serviceable shoes of black leather almost as soft as kidskin, English style, are especially good at \$4.75. Oxfords of tan leather with medium toes and broad low heels, welted soles are especially good at \$4.75. Tan shoes with medium toes, especially good at \$5.90. Autumn shoes just in are of tan or black calfskin in straight lace style at \$7.50. (Market Street Gallery)

Women's Extra-Size Vests, Special, 20c

Finely ribbed cotton vests are in low-neck, sleeveless or bodice-top style. They are "seconds," but the imperfections are slight.

Combinations Special, 35c or 3 for \$1

Women's finely ribbed cotton combinations with slight imperfections are in regular and extra sizes. They are in low-neck, sleeveless, tight-knee style. (Central)



\$5 \$5 \$5 \$5

A Room Full of Gay New Hats at \$5

Scores and scores of new hats, gay and smiling, bring all the colors of Autumn with them. Here are russet browns, French blue, bright red, navy, dark brown, black and putonia in deep-piled velvets, panna velvets and soft duvetyns. Some of the hats are small, close-fitting affairs that would be ever so smart with a veil. Others have rather wide brims, often trimmed with flat swirls of pleated ribbon. Jaunty beaded duvetyne tams for young women, toques covered with curling ostrich for women in their middle years—and every other fashionable kind of hat between the two. Surely there is a hat for every woman! (Market)

Jersey Frocks for Juniors, \$18

Wool jersey is so serviceable, so adaptable and so all-around satisfactory that young girls cling to it as much as older women. Good-looking frocks of brown, henna or blue jersey, trimmed with embroidery and covered buttons, are in sizes 14 and 16 years.

Chambray Slip-on Frocks at \$2

The style, for girls of 8 to 14 years, is sketched. The dress is of blue or lavender chambray with a checked gingham gumpie. Sizes 8 to 14 years.

Plenty of Gingham Frocks at \$3

Fathers, somehow, always particularly approve of frocks of this character. They consist of middies and pleated skirts of dark blue gingham with three rows of white braid on the collars and cuffs, chevrons on the sleeves and red ties. Sizes 6 to 14 years.

Plenty of Middy Blouses at \$1 and \$1.50

(Market)

Center Aisle Opportunities

Bath Towels That Grew Pink in Bleaching, 25c

19x42, 21x41 and 27x45 inch towels, lovely and soft and perfect in weave. Put to bleach in the mill, some pink ones "ran," and the result is esthetically shell pink towels—some in batik effects, others with dull blue borders. They are very pretty—and less than half the regular prices of prosaic white ones. Yes, the color is fast now—we laundered some ourselves to make sure.

New Yoke Handbags, \$2, \$2.50, \$3

Lovely chiffon velvet and duvetyne bags, many of them with yokes and full gathered "skirts." Their linings are dainty in color, and the frames are covered or of fancy metal. Calfskin and other leather "swagger bags" are included. Far the best we have had in a long time at such prices.

Leather Glove Clearaway at \$1.35 and \$1.85

Newly reduced prices for beautiful gloves to wear with the new sleeves. \$1.35 for two-clasp French suede in black, with black or white embroidery. \$1.85 for strap wrist gloves of capeskin or lambskin, with long cuffs and plain or spear-point backs, mostly in white or brown. \$1.85, also, for eight-button-length gloves of white lambskin. Not all sizes in any one style.

Women's Silk Stockings, 85c

New lot of these popular black and cordovan silk stockings with cotton tops and reinforced soles, scamed backs. "Seconds" of a good grade. They sell fast!

Satin Camisoles, \$1

Third less for all the maker had on hand. Brown, navy, white, pink, orchid and maize satin with three rows of hemstitching.

Unusual Silk Petticoats, \$2.65 and \$3.65

Fine "special" lot of fresh taffeta petticoats at \$2.65, and messalines with narrow frill at \$3.65. Navy, black and ever so many changeable shades.

Underclothes, 50c and \$1

Pink or white bloomers, carefully made and reinforced, are plenty big and long at 50c. Nightgowns of Autumn-weight cambric are attractive at \$1.

Linen Handkerchiefs for School, 15c and 25c

When good, pure linen can be had as cheap as flimsy cotton, naturally Philadelphia high school and college students will be equipped with linen. White linen with hemstitched hems for men, 25c; for women, 15c.

Pink Bandeaux, 50c

Pink poplin with imitation fllet lace. Sizes up to 42.

Some of the Best Pearl Bead Necklaces at \$5

that we have ever had have just arrived. They have a depth of color and beauty of luster that are quite remarkable. In white, in the creamy shade or tinged with pink, they are in 18, 20 and 24 inch lengths. Each is fastened with a 10-karat gold clasp. All are the indestructible pearls, which means that they can be dropped on the floor or in hot water without harm to them. (Central)

Women's Polo Coats at \$20

The material is soft, warm and durable, in brown, chow and dark mixed blue. The coats are full length, have slanting inset pockets and belts all around. They are double-breasted and the large collars can be worn high.

Velour Coats With Graceful Lines at \$25

There's an indefinable air of smartness about them. Perhaps it is their well-tailored raglan shoulders. Perhaps it is the long lines of their collars. The velour is in grouse, dark twilight blue or brown. The coats are fully lined with peau de cygne. Other coats without fur are in various models up to \$47.50.

Coats With Fur, \$25 to \$39

Choosing is especially good between these prices among coats with collars of beaver-sheared and dyed cone, skunk-dyed opossum and wolf. Materials are the new variation of the old frieze and velour, and colors have a new warmth about them. (Market)

New Pleated Skirts Special at \$5 and \$7.75

Here is a demonstration of this season's lower prices! Just recall the prices of pleated wool plaid skirts for the last two or three years, then you'll see the difference. \$5 skirts are of velour, box-pleated, in soft plaids in shades of dark blue and brown—some with quite a Scotch air. \$7.75 skirts are of prunella in dull French blue, wood brown and Malay with bright checked stripes laid inside the box pleats. They're fine Autumn skirts to wear with sports coats and school and college girls will like them particularly well. (Market)

Children's School Umbrellas 85c and \$1

Both are covered with durable black cotton and have strong frames. The handles for little boys are in crook shape. Those for girls are straight. (Market)

Fully Made Nightgowns Stamped for Embroidering Special, \$1

The material is a good nainsook and the nightgowns are generously cut and well made. Best of all, the stamped designs are pretty. (Central)

Jersey Suit-Frocks, \$16.75

Can you imagine a more practical affair than this? Each suit comprises a slip-on sleeveless frock and a jacket to match. Both frock and jacket are equipped with slot pockets and both are belted. In brown, blue, green and tan mixtures. Another style in a jersey suit-frock is bound with braid and priced \$15. Tailored Suits of Velour Start at \$23.50. Most of them are in navy blue and wood brown and, as the prices rise—\$27.50, \$29, \$35, \$37.50—the suits increase in elaboration. The suit that is sketched is of suede velour in brown or navy. The jacket is heavily embroidered with self-color silk and is topped with a deep square collar of beaverette—beaver-dyed cone. Tricotine suits start at \$42.50 and \$45. (Market)



\$37.50 \$16.75